



NOTES

Colorado Scenic and Historic Byways Commission Meeting

January 14, 2014, 10 a.m. to Noon

Location: History Colorado, 1200 Broadway, Denver CO 80203 (Enter door off of Lincoln)

Room: Heckendorn Library, 3rd Floor

Food is not permitted in this classroom and liquids must be in a spill-proof container.)

Conference Call Option (RSVP): 1-877-820-7831 (passcode 321805#)

Commission:

Chris Sporn, USDA Forest Service (present)

Margaret Hunt, Colorado Creative Industries (present)

Georgi Contiguglia, Member at Large (absent)

Roger Ben Wilson, Western Byways (present)

Leah Quesenberry, BLM Representative (present)

Shannon Gifford, Transportation Commission (present)

Lyn Deal, Eastern Byways (present)

Greg Yankee, Land Trust Rep (present)

Robert Mutaw, History Colorado (present)

Senator Jeanne Nicholson, State Legislature (absent)

Kelly Barbello, Colorado Tourism Office (on-phone)

EX-OFFICIO Members:

Don Hunt, Executive Director of Dept. of Transportation (absent)

Edward Nichols, President, History Colorado (absent)

Mike King, Executive Director of Dept. of Natural Resources (absent)

Stephanie Troller for Reeves Brown, Executive Director of Dept. of Local Affairs (absent)

Commission Alternates:

Charlotte Bumgarner, Gold Belt Tour National Scenic and Historic Byway (present)

Cynthia Nieb, History Colorado, State Historical Fund (for Edward Nichols) (absent)

Jack Placchi, BLM (for Leah Quesenberry) (present)

Colorado Dept. of Transportation:

Debra Perkins-Smith, CDOT DTD Division Manager (Invited) (absent)

Lenore Bates, Colorado Scenic and Historic Byways Program Manager (present)

Agenda

1. Introductions & Announcements (5 minutes)

Meeting started late due to the room logistics. Meeting called to order by Vice Chair, Roger Wilson. Roger turned the meeting over to Lenore. Greg Yankee

announced the Colorado Coalition of Land Trust's spring conference: Conservation Excellence 2014, March 17-18, 2014, University of Denver in Denver, Colorado. Greg will work with Lenore to make sure the Colorado Byways are represented.

2. Vice/Co-Chair Updates (5 minutes)

Roger – Work on a House resolution for Executive Order, before the next meeting. The ceremony for the 25th Anniversary should include recognition for the Executive Order with the legislature and the Proclamation with the media. Second, the meeting coming up this in May needs to cover any updates and the Commission should approve bylaws. Note: Please check with Bob and Kelli to see if there are any commission arrangements for the conference.

3. National Scenic Byway Foundation Update (5 minutes)

Charlotte – NSBF Finished strategic plan for 2013-2014, approved budget and fund-raising plan, new website. NSBF is partnering with Historic Roads for a conference in Savanna GA. International POW-WOW – Byways can attend for \$375. RFP for website development. The NSBF website includes the materials that were able to be transferred from the America's Byways Resource Center. Not all items were transferred.

4. Executive Order & Bylaws Update (15 minutes)

- a. EO – Roger will talk to the JBC chair about the EO and the concerns about allocating a staffing position and listing it on the EO.

ACTION ITEM: The November 14, 2013 Commission approved version and Romaine's edited version will be sent to Commission. Commission members need to return comments within one week turn-around.

- b. Bylaws – At the AG's office. Circulate bylaws before May meeting. Lenore will check on the status.

- c. Proclamation - With Ryan at Romaine's office. Lenore will check on the status.

- d. Media Event March 14, 2014 Time? (who will schedule the Governor)

Typically EO, Joint Resolution passed by Senate and House, Presentation on capital floor, attract press, increase support. Hand out Proclamation to the media/press. Kelly Barbello joined later on the phone and we briefly told her about this effort. This subcommittee includes Roger, Lenore, Kelly and Lynn. Lynn will help with the event (set-up, outreach, etc.)

ACTION ITEM: A conference call will be scheduled with Kelly and Roger to discuss the necessary steps.

5. Healthy Highways (15 minutes)

An executive summary was handed out regarding the program (formerly Kid-Healthy Family Travel.) A CTO matching marketing grant (matched with CDOT funding) provided the initial kick-off and planning. A USDA grant provided Phase II, to go out to the five pilot Byways (Gold Belt Tour, Santa Fe Trail, Highway of Legends, Los Caminos Antiguos, West Elk Loop) and provide

technical assistance to restaurants. The materials (menus & activities) were shown to the Byways Commission. Another application should be submitted at the end of the week for Phase III. Los Caminos Antiguos is part of the Sangre de Cristo Heritage Area, and will be able to supplement their Byway for the additional technical assistance needs (lodging, outdoor recreation, retail). This will allow one of the pilot Byways to have a complete program and allow us to initiate final travel itineraries and media releases. We are looking at other funding sources for the other four pilot Byways, including DOLA and El Pomar.

6. Scenic Byways Economic Benefit Report (30 minutes) One page infographic to legislature (100 copies), table (copies). The study's recommendation include: Improving Economic Data Collection and Reporting, Enhancing Collaboration and Partnerships,
7. 25th Anniversary Update (15 minutes) PDF Presentation included progress, Facebook (Anniversary Updates & Photo Contest), Conference registration, Draft Conference Agenda, Conference budget, and Ameristar's facility photos. The Commission requested to visit the Ameristar on Friday, March 21 or March 28 in the a.m. and include a lunch option.
8. Partner Contributions to Colorado Byways (15 minutes) Move to the next meeting's agenda.
9. Recap & Next Meeting (15 minutes)
CLT conference March 17-19, 2014 (17 & 18) DU
Move meeting room back to Library – as this room's logistics was difficult for the purpose and size of group.
Next Agenda: Bylaws, Partner Contributions, Conference updates, Pending Nominations
Prior to next Agenda: Approve Executive Order, finalize Event on March 14, 2014, Proclamation, 25th Anniversary Poster

Program Vision:

Guiding travelers to experience and be inspired by treasured places that comprise Colorado's Scenic and Historic Byways. (Commission Approved 5/14/13)

Commission Mission:

The Commission is a partnership to evaluate and designate the state's Scenic and Historic Byways and to develop and recommend funding sources and provide administrative support to sustain the byways for future generations. (Commission Approved 12/7/12)

Program Definition:

The Colorado Scenic and Historic Byways program is a statewide partnership intended to provide recreational, educational, and economic benefits to Coloradans and visitors by designating, interpreting, protecting, and promoting a system of outstanding touring routes in Colorado.

2014 Meetings Dates & Times:

History Colorado

Tuesday, January 14, 10:00 am to 12:00 pm Heckendorn Library, 3rd Floor

Tuesday, May 13, 10:00 am to 12:00 pm TBD

Tuesday, July 8, 10:00 am to 12:00 pm TBD

Tuesday, October 14, 10:00 am to 12:00 pm TBD

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